

3.2

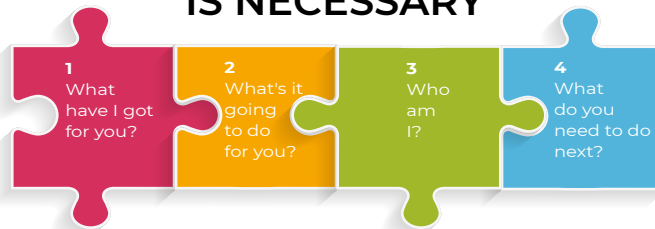
Worksheet: Using the 1-2-3-4 Formula

USING THE 1-2-3-4 FORMULA

By using the 1-2-3-4 Formula to write copy, you'll create a compelling message by answering these 4 questions:

1. What have I got for you?
2. What's it going to do for you?
3. Who am I?
4. What do you need to do next?

EACH PIECE OF THE FORMULA IS NECESSARY

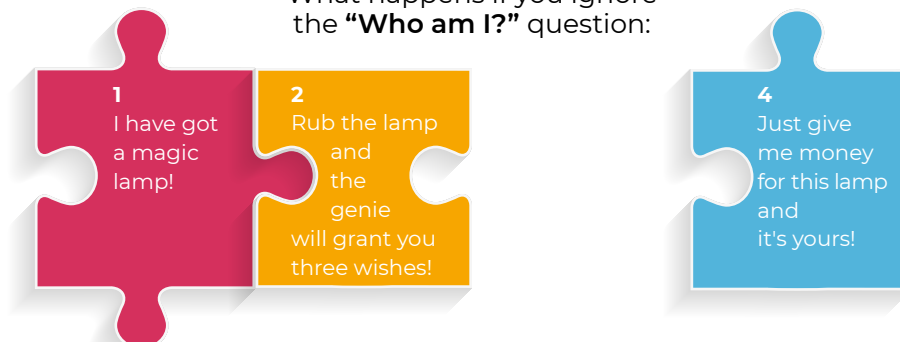


What happens if you ignore the **"What's it going to do for you?"** question:



It's not clear why anyone should care about what you're offering.

What happens if you ignore the **"Who am I?"** question:



Suddenly, what you're offering could sound questionable or suspicious.

3.2

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What happens if you ignore
the **“What do you need to do next?”** question:



It's not clear how someone should go about getting or buying what you've got.

Think of a product or service of your own and use the 1-2-3-4 Formula
to write copy about it - and yourself

1 What have I got for you?

2 What's it going to do for you?

3 Who am I?

4 What do you need to do next?

NOTES

So, first up, there's a formula people call the *1-2-3-4 Formula*. In this case there's 4 questions you'll need to answer through your copy:

1. What have I got for you?
2. What's it going to do for you?
3. Who am I?
4. What do you need to do next?

3.2

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NOTES

Instead of addressing a need or a cause right off the bat, you lead with the value you're providing, and build on it with the other points:

"I've got an email newsletter I send out every day. Each message is FULL of tips for communicating better, generating leads, and getting people to click through to your website. With over 20 years as a marketing consultant, these tips have helped dozens of clients - they're proven and easy to implement! Sign up for the email newsletter below and your first email will arrive ASAP!"

So

#1 - What have I got for you? *I've got this daily email full of tips,*

#2 - What's it gonna do for you? *It can help you communicate better, generate leads, and get click throughs,*

#3 - Who am I? *A long time marketing consultant with lots of client experience*

#4 - What do you need to do now? *Sign up right here my man*

With the step of explaining who you are, you can see this is a formula helpful for making first impressions.